

# sustainability cell @IIT Bombay

## website issues

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- Below are three issues I noticed while browsing the website. I'd like to respectfully offer a few suggestions that might help improve the overall user experience:

### 1. Small Font Size and Low Contrast

- The text appears too small on both desktop and mobile, making it hard to read. User have to Zoom in to read.
- The text color is too dull, blending into the background.
- Fix: font-size: 16px or larger for body text.(Current size is 12px in the website), Use a darker color (#111 or #000).

### 2. No Event Calendar or Timeline

When I'm going through the website, I wanted to check that which event is conducted on which day. By keeping Event calender or timeline I thought that it allows students to plan ahead and avoid missing events due to clashes. Also for Freshers or students new to the Cell can understand the culture and frequency of events at a glance.

- fix:
  - Right now (for few events), the dates are buried within paragraphs or banners—students may miss them.
  - A dedicated section helps people quickly check “What’s next?” without scrolling through pages.

### 3. Navigation is Inconvenient on Long Pages

- On pages like Events, after scrolling down, users must manually scroll all the way up to access the main navigation bar/menu again.
- This causes friction in user experience, especially when exploring multiple sections.

- fix: Implement a sticky navigation bar that stays visible at the top of the screen while scrolling. `position: sticky; top: 0;` are the two main css properties for it to happen. ( I have not implimented HTML/CSS for this because it is a menu nav bar and have to create a lot of pages to show this.)

### **Additional Suggestion: Make the Tone More Student-Friendly**

- Observation: The current content on the website feels too formal and academic in tone. While professionalism is important, the language could be more relatable and engaging for the student community.
- Students are more likely to connect with and remember content that feels conversational and relevant to their life on campus.
- Suggested fix: Rephrase static content like the “About Us” section using a tone that is:
  - Clear and concise.
  - Not too academic, yet not overly casual.
  - Friendly, warm, and informative.
- For example: Instead of:
  - IIT Bombay’s Sustainability Cell stands as a beacon for sustainable innovations, uniting research, teachings, and technology for a better tomorrow. Our mission is to elevate sustainability awareness, integrate advanced technologies, and foster collaborations across our vibrant community. From circular economy and climate change to food security and societal values, we’re dedicated to realizing the Sustainable Development Goals both within and beyond our campus boundaries. As pioneers in India’s academic landscape, we pledge unwavering commitment to fostering sustainable development for generations to come.

It can be rephrased as:

- At IIT Bombay, the Sustainability Cell is all about turning green ideas into real change. We’re a passionate group of students and faculty working together to spread awareness, explore smart technologies, and make sustainability a natural part of campus life. Whether it’s tackling climate change, promoting the circular economy, or rethinking food and resource use — we’re here to take meaningful steps toward a greener, fairer future. Think of us as a bridge between innovation and impact — on campus and beyond.

The idea is to make students feel like, “Oh yeah, this is interesting — now I get what the Cell does!” This is just something I observed from a new student’s perspective — not meant to be taken too seriously, just a suggestion to help make the site more engaging and easier to connect with.